



Recommendation for Action

File #: 20-3477, **Agenda Item #:** 30.

12/3/2020

Posting Language

Authorize negotiation and execution of a multi-term contract with Creative Consumer Research Inc., to provide market research studies, for up to five years for a total contract amount not to exceed \$1,500,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were insufficient opportunities; therefore, no subcontracting goals were established).

Lead Department

Purchasing Office.

Client Department(s)

Austin Energy.

Fiscal Note

Funding in the amount of \$250,000 is available in the Fiscal Year 2020-2021 Operating Budget of Austin Energy. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Purchasing Office issued a Request for Proposals (RFP) 1100 EAL3014 for these services. The solicitation issued on July 20, 2020 and it closed on August 11, 2020. Of the eight offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=134520)
<https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=134520>.

For More Information:

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or

AgendaOffice@austintexas.gov <<mailto:AgendaOffice@austintexas.gov>>

NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Liz Lock, at 512-322-6251 or Liz.Lock@austintexas.gov

<<mailto:Liz.Lock@austintexas.gov>>.

Council Committee, Boards and Commission Action:

November 9, 2020 - Recommended unanimously by the Energy Utility Commission on an 8-0 vote, with Commissioners Funkhouser, Stone and Wray absent.

Additional Backup Information:

The contract will provide market research studies for Austin Energy and the City. The studies will monitor the attitudes and perceptions of electric utility residential and commercial customers and Austin citizens and provide insight on the programs and services they value. Research will also include customer satisfaction,

program participation, low income weatherization evaluation, research specific focus groups and other necessary customer and citizen-focused research to enable the support and development of energy efficiency programs and best in class outreach. The contractor will utilize data collection techniques such as telephone surveys through their on-site call center, direct mail, focus groups, online panels, and in-person interviews.

Creative Consumer Research Inc., a certified small business and Historically Underutilized Business, is the current provider for these services. The current contract expires February 18, 2021.

An evaluation team with expertise in this area evaluated the offers and scored Creative Consumer Research Inc. as the best to provide these services based on project concept and strategy, proposer experience, project management structure, price, local business presence, and service-disabled veteran business enterprise.

Contract Detail:

Contract Term	Length of Term	Contract Authorization
Initial Term	1 yr.	\$ 300,000
Optional Extension 1	1 yr.	\$ 300,000
Optional Extension 2	1 yr.	\$ 300,000
Optional Extension 3	1 yr.	\$ 300,000
Optional Extension 4	1 yr.	\$ 300,000
TOTAL	5 yrs.	\$1,500,000

Note: Contract Authorization amounts are based on the City's estimated annual usage.

Strategic Outcome(s):

Government That Works for All.